



The Basic Formula for the Economic Model of the Millionaire Real Estate Agent

For Sellers		For Buyers	
_____	Seller Listing Appointments	_____	Buyer Listing Appointments
x _____ %	Conversion Rate	x _____ %	Conversion Rate
= _____	Seller Listings Taken	= _____	Buyer Listings Taken
x _____ %	Conversion Rate	x _____ %	Conversion Rate
= _____	Sellers Sold	= _____	Buyers Sold
x _____	Average Sales Price	x _____	Average Sales Price
= _____	Seller Sold Volume	= _____	Buyer Sold Volume
x _____ %	Commission	x _____ %	Commission
= _____	Gross Revenue from Sellers	= _____	Gross Revenue from Buyers
= _____	Total Gross Revenue		
- _____	Expenses		
= _____	Net Income		